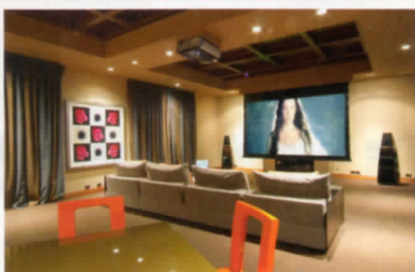


Stewart Emphasizes an Applications Approach



Because flat-panel TVs offer little margin for dealers, Stewart Filmscreen is focusing on screen products for the everyday media room.



Stewart Filmscreen has a few things to communicate to its dealers and consumers. It recently got the ball rolling by hosting a media event at its headquarters in Torrance, Calif.

It included a factory tour, a presentation that highlighted the company's history and product design approach, a new product introduction and a presentation by Imaging Science Foundation co-founder and president Joel Silver on advanced video technologies trends.

A central theme of the half-day's worth of activities was Stewart's emphasis on its product line and how it should be used within the field. "We don't make a good, better, best. Everything we do here is application driven," points out Don Stewart, vice president of Stewart Filmscreen. "They're all the same price, so it's application driven."

Explaining this approach in greater detail, Joaquin Rivera, director of sales, North America residential products — for Stewart Filmscreen, says the company has a wide variety of products — that range in cost from approximately \$2,000 all the way

up to \$125,000 — and these can address specific consumer requirements. "We try to encourage our dealers to be creative. It doesn't matter what you do within a house, we'll try to help you," says Rivera. "We are trying to give our dealers every solution as possible so they are as profitable as possible."

Some of the ways Stewart will be encouraging dealers to become creative include helping installers to re-capture lost revenue opportunities in multimedia rooms, which have seen their dealer profitability dwindle as flat-panel televisions transitioned from exotic to commodity items. Rivera adds that one of the tools Stewart is providing installers to gain back those revenues comes in the form of its home-décor friendly Cabaret products. "The new generation is interested in design and not fidelity. Why not address the design on the screen with the housing [of the screen product]?" Rivera asks.

There are many opportunities within the outdoor A/V market, which installers are not capitalizing upon, adds Rivera.

—Robert Archer
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